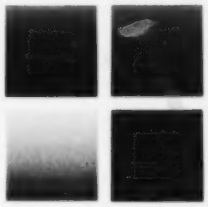

LearningClicks

Year End Report 2008/2009

Government of Alberta
Advanced Education and Technology

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LEARNING CLICKS: PROGRAM OVERVIEW

Why Learning Clicks?

With more than 750 occupations and nearly 200 post-secondary education and training schools in Alberta alone, the opportunities for learners are endless! Learning Clicks was developed in 2003 as an interactive, fun way for Alberta students to learn about these opportunities.

Learning Clicks is a program designed to support Strategy 2.4 in Alberta Advanced Education and Technology's 2007-10 Business Plan.

> *Enhance parents' and learners' knowledge and awareness of Alberta's advanced learning system, planning tools, and financial support options through a collaborative raising-awareness program.*

What is Learning Click?

Now progressing into its sixth year, Learning Clicks is an interactive, dynamic, and informative program to help students in junior and senior high, their parents and other interested adults learn about the importance, long-term benefits, and opportunities of post-secondary education.

As multimedia has become a predominant communication tool among young Albertans, Learning Clicks developed a CD and website to support the program. While the CD assists students in planning and preparing for post-secondary education, the website (learningclicks.ca) is a marketing tool and provides information for educators and other interested parties to help plan their Learning Clicks presentation(s).

Ambassador Program

The Ambassador Program gives Learning Clicks a unique face in Alberta's education system. Enthusiastic individuals are recruited to present the Learning Clicks program on a peer-to-peer level. By sharing their own unique experiences, Learning Clicks Ambassadors help motivate Albertans to think about planning for post-secondary studies and provide them with the plethora of opportunities and the planning tools to get there.

Presentations to Youth Post-Secondary Learning Clicks Ambassadors with diverse backgrounds and experiences deliver the program in junior and senior high schools across Alberta. Extending our reach province-wide, these current post-secondary students work out of Edmonton and Calgary, as well as the Central, South, Northeast, and Northwest regions of Alberta.

Presentations to Adults Adult Learning Clicks Ambassadors, who have completed a post secondary program in Alberta deliver the program to adult audiences in schools, community organizations and at various events across the Province.

Both groups of Learning Clicks Ambassadors participated in a comprehensive training program where they heard from experts from all aspects of Alberta's post-secondary system including Alberta Students Finance, Alberta Apprenticeship & Industry Training, Alberta Learning Information Service (ALIS), and the Alberta Council on Admissions and Transfer.

EXECUTIVE SUMMARY

The 2008/2009 season was the 5th year of the Learning Clicks program and saw it's challenges but also became a year of program improvements, turning challenges into opportunities to enhance program procedures for the next campaign.

Challenges

- ***Ambassador Recruitment*** - Despite significant advertising, the program faced a low applicant pool. This was due, in part, to a booming economy during recruitment in early September of 2008. As a result, the Ambassador team was pared down to 12 Post-Secondary Ambassadors from the previous year's 16. This led to a reduction in overall presentation numbers compared to years with more Ambassadors.

- ***The Learning Clicks CD Redesign*** – a redesigned CD was launched in November 2008. While the redesigned tool was a positive enhancement to the program, the media attention generated by the release of the new CD brought unexpected challenges to the program. While interest and demand for the CD increased, Ambassadors and staff had to work at marketing the true gem of the program, which is the peer-to-peer presentation. These presentations provide the engagement and contextual information while using the CD as a tool that provides the content, as opposed to just handing out the tool itself.

PROGRAM SUCCESS HIGHLIGHTS

Despite the year's challenges, our Ambassadors succeeded in distributing over 13 800 CDs during their presentations throughout the province, with 98% of students and 100% of teachers indicating satisfaction with their presentation. Our 2008/09 season saw successes in the following areas:

- ***Adult Ambassadors***
  - This component expanded its target audience to include mature learners along with the original parent audience. As a result, our Adult Ambassadors delivered presentations to over 630 Adults throughout the season, an increase of 9% from the previous year.

- ***Web-Enabled Program Enhancements***
  - On-line booking: As a result, more than 120 presentations were pre-booked prior to the 2008/09 season launch. Throughout the year, on-line booking continued to be the preferred method for teachers and program coordinators
  - On-line Satisfaction Survey: The online format for the surveys proved to be an efficient way to survey our participants, especially our student participants in the classroom environment.

NEW DEVELOPMENTS FOR THE 2009/10 SEASON

In reviewing the challenges and success of the 08/09 season, it was decided that some administrative changes could be looked at to improve the program processes. The following improvements were developed and implemented for the 2009/2010 season:

- Re-vitalized Recruitment Strategy
  - Ambassadors recruitment commenced in April 09 for the following season as apposed to waiting until September 09
  - Training in August 09 as apposed to October 09 to position ambassadors for World Skills and provide additional training time to build their knowledge base and review their roles and responsibilities prior to the actual training weekend.

- Expanded Regional Coverage
  - The Adult Ambassador team was expanded to address our regional coverage challenges in the North.

- Enhanced Marketing Strategy
  - E-zines have been added to our marketing efforts along with our traditional mail outs and conference attendance.

- Logic model Developed
  - A logic model was created to better articulate and map out our short and long term goals as well as align our program outputs with our measures of success.

- New participant surveys developed to match short-term program outcomes
  - New participant surveys were developed to become direct indicators as to how well we are achieving our short term goals.

- Long-term survey process implemented
  - A long term participant survey was created for student participants. This survey will allow us to track the transition rate from grade 12 into Post Secondary education of students who have received a Learning Clicks presentation and compare it to the general transition rate amongst all Alberta students.

PROGRAM RESULT AND ANALYSIS

	Youth Program				
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009
Youth Ambassadors	10	12	16	16	13
Presentations	800	875	922	905	571
Students Reached	N/A	N/A	16,500	19,200	13,000
Student Satisfaction	88%	98%	95%	98%	98%
Teacher Satisfaction	99%	99%	99%	99%	100%
	Adult Program				
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009
Adult Ambassadors	N/A	N/A	N/A	4	5
Presentations	N/A	N/A	N/A	64	70
Adults Reached	N/A	N/A	N/A	605	627
Participant Satisfaction	N/A	N/A	N/A	100%	98%
	Learning Clicks (All)				
	2004/2005	2005/2006	2006/2007	2007/2008	2008/2009
Total Presentations	800	875	922	969	641

Survey Methods

At the end of each Learning Clicks presentation, participants (students, teachers, parents) were administered a survey to gauge their satisfaction with the presentation, CD, and presenter. Results from these surveys were averaged and used in this report. Please see Appendices A, B, C for a sample of each survey.

While provincial results are provided for the adult and teacher group, provincial and regional results are provided for the student group.

A total of 6,578 student surveys, 293 adult surveys, and 189 teacher surveys were completed throughout the province.

1.0 Survey of Student Participants

According to Alberta students who responded to the Learning Clicks survey:

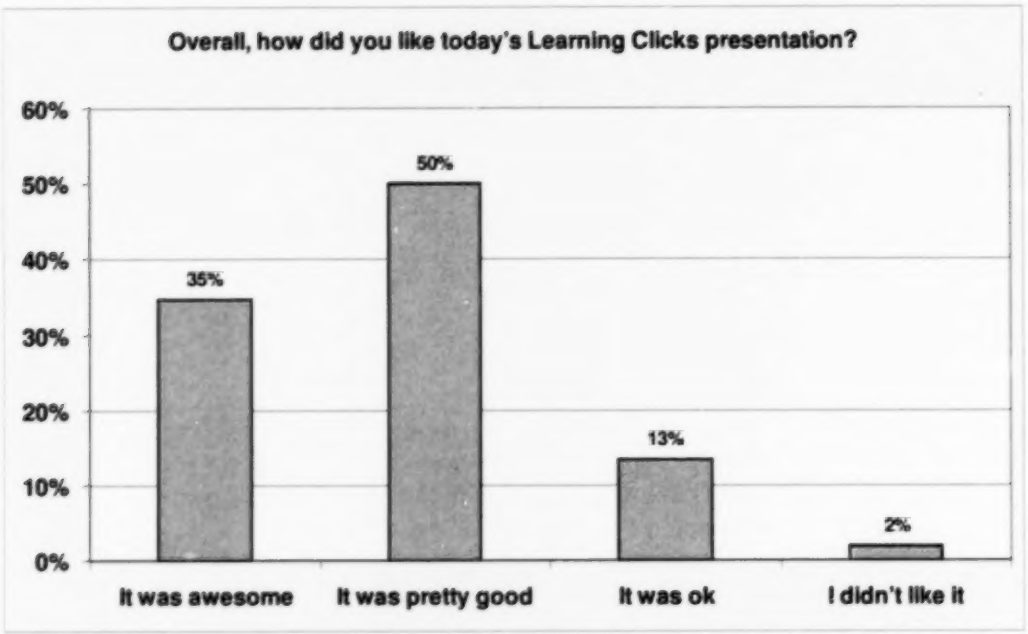
- 98% of students were satisfied with the Learning Clicks presentation.
- 94% of students were encouraged to think about planning for post-secondary studies after the Learning Clicks presentation.
- 93% of students found the CD useful in providing information about planning for post-secondary studies.
- 99% of students were satisfied with the Learning Clicks presenter.
- 82% of students plan to use the CD for planning for post-secondary studies.

1.1 Provincial Student Survey Results

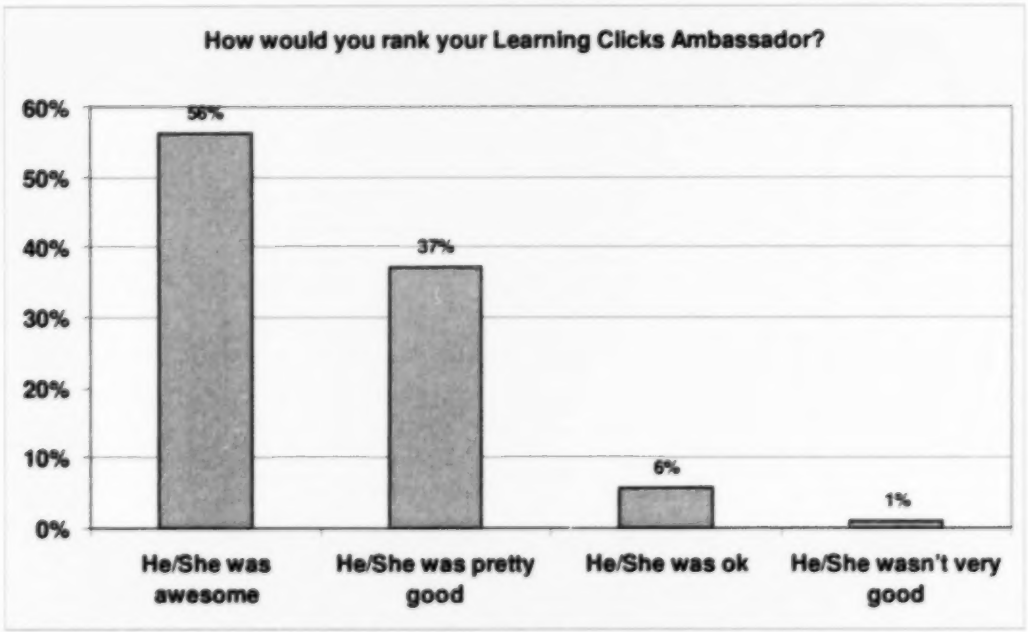
The following graphs demonstrate the provincial results of the 2008/2009 student satisfaction survey for each of the five questions from students who completed the survey:

1. Overall, how did you like today's Learning Clicks presentation?
2. How would you rank your Learning Clicks Ambassador?
3. Did the Learning Clicks presentation encourage you to think more about planning for your education or training after high school?
4. How useful did you find the Learning Clicks CD-ROM in providing information about planning for education or training after high school?
5. Will you use the Learning Clicks CD-ROM after the presentation to help you plan for your education or training after high school?

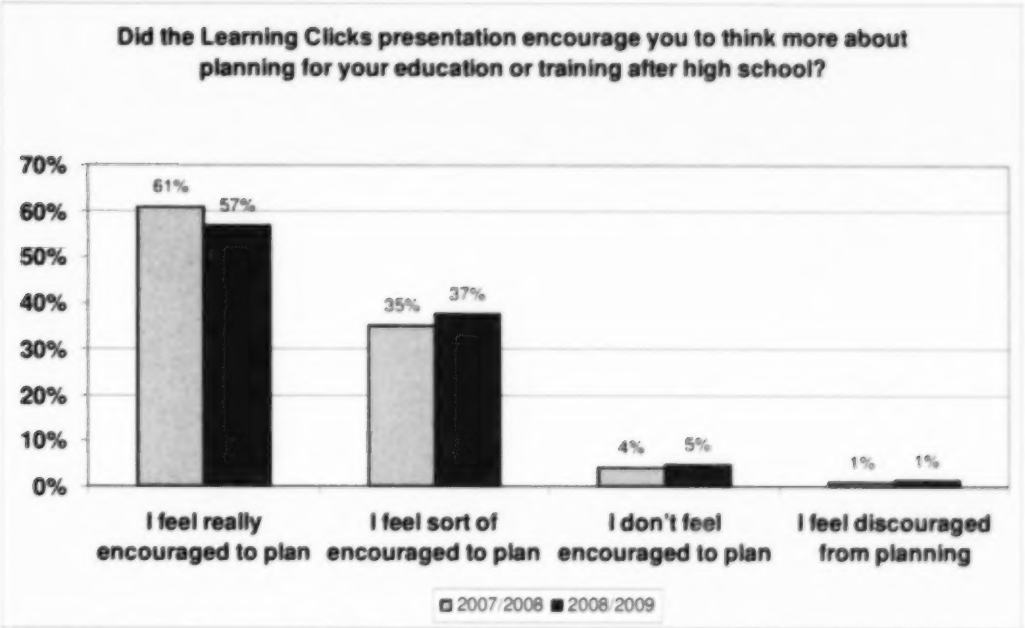
Due to changes in the student satisfaction survey, a year to year comparison to last year's statistics on some questions could not be presented.



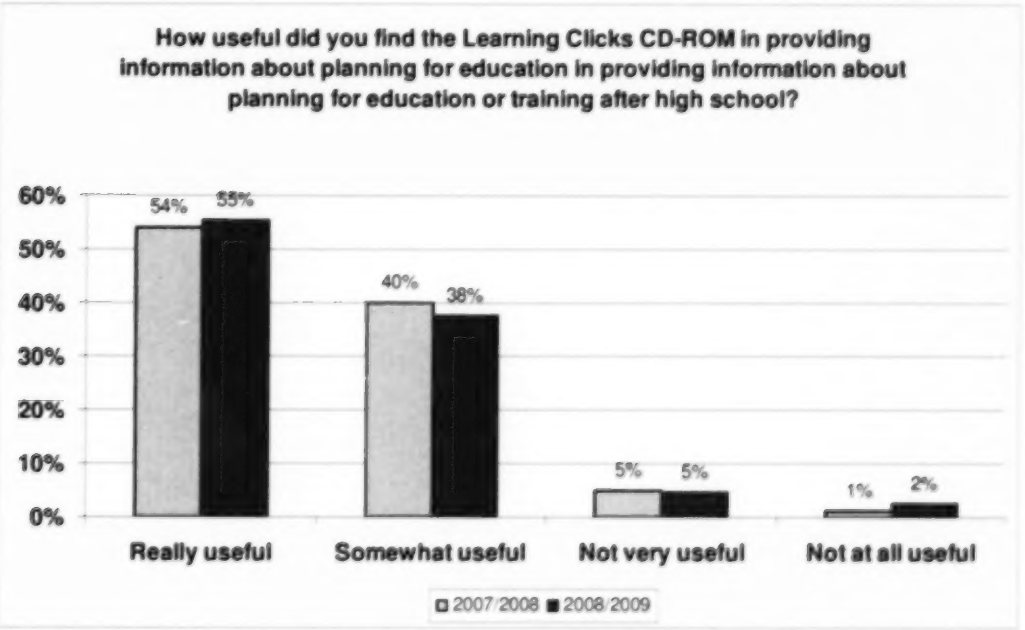
Just over 98% of students who completed the survey were satisfied with the Learning Clicks presentation.



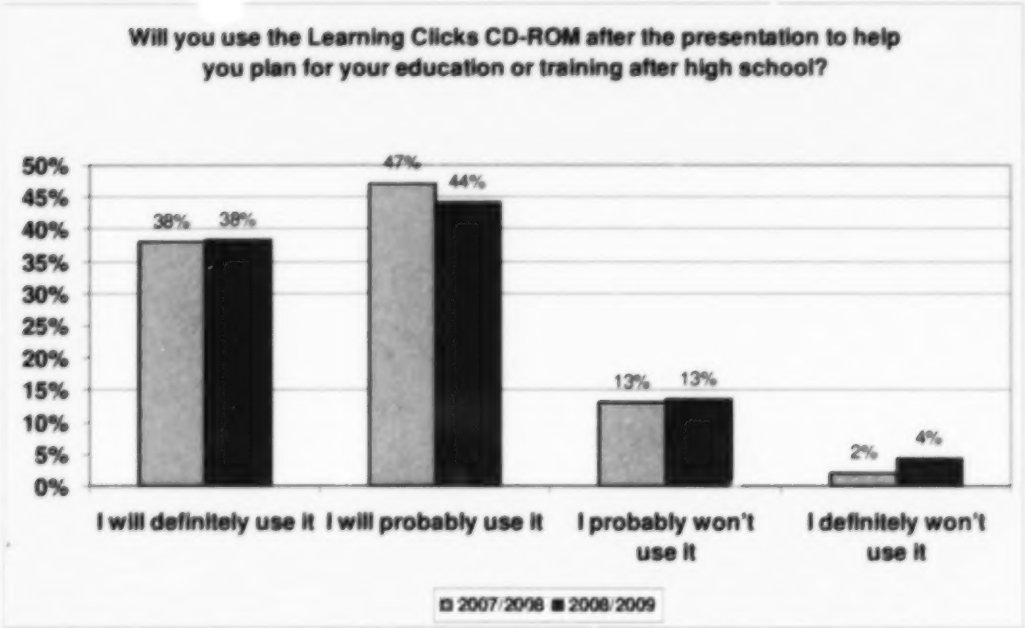
99% of students were satisfied with the Learning Clicks Ambassador that had presented.



94% of students who completed the survey were encouraged to think about planning for education and training after high school following the Learning Clicks presentation, representing a 2% decrease from the previous year.



93% of students who completed the survey found the CD useful in providing information about planning for postsecondary, representing a 1% decrease from the previous year.



82% of completed surveys reported they would use the CD in planning for postsecondary studies, revealing a 3% decline from the previous year.

1.2 Regional Student Survey Results

The information below provides a regional breakdown of the survey results across the five questions from students who completed the survey:

	Question 1	Question 2	Question 3	Question 4	Question 5
Edmonton	98%	99%	95%	94%	83%
Calgary	98%	99%	95%	93%	83%
Northwest	95%	99%	89%	91%	75%
South	98%	99%	94%	93%	80%
Northeast	98%	99%	94%	94%	87%
Central	98%	99%	93%	88%	81%
Average	98%	99%	93%	92%	82%

What students told us:

"Thanks for giving all the useful information. It makes me less scared of going to a post-secondary institution"

"I liked the layout and design, easy and interesting"

"I thought it was awesome because it showed us what to expect"

"She gave lots of information in fun ways"

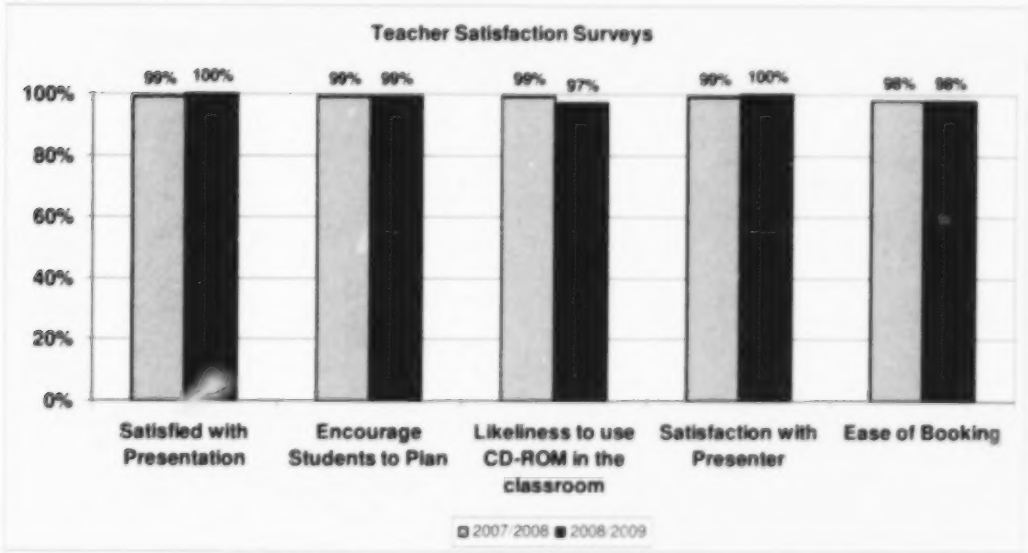
"Definitely a good, interactive education planner"

"I was very encouraged to start planning"

2.0 Survey of Teachers

According to teachers who completed the survey after receiving a Learning Clicks presentation:

- 100% of teachers were satisfied with the Learning Clicks presentation.
- 99% of teachers found the Learning Clicks presentation encouraged students to think about planning for post-secondary studies.
- 97% of teachers found the CD useful in providing information about planning for postsecondary studies.
- 100% of teachers were satisfied with their Learning Clicks presenter.
- 98% of teachers found it easy to plan a presentation at a convenient time for their lesson planning.



What teachers told us:

"It was great to see students being excited about trying out the CD at home and showing it to their parents"

"I overheard several students finding careers that they had not considered"

"As a teacher with a daughter I am thrilled to see a plethora of information available! Awesome."

"Excellent job, very informative for the students"

3.0 Survey of Parents and Other Adult Participants

According to parents and other adults who received a Learning Clicks presentation:

- 98% were satisfied with the Learning Clicks presentation.
- 97% felt motivated by the Learning Clicks presentation.
- 99% were satisfied with the Learning Clicks Ambassador's knowledge of Alberta's post-secondary education and training options.
- 97% of adult participants viewed the information from the Learning Clicks presentation to be very useful.
- 79% of adult participants who had children would use the Learning Clicks CD to help plan for their education or training after high school.

What parents and adults told us:

"the presentation covered a lot of material and was done very well, so very few questions were left unanswered"

"Valuable tool for parents to assist their kids in post secondary planning"

"The presentation was fantastic I wish I had it before I went to post-secondary"

Appendix A: Youth Survey

Youth Participant Survey

We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ Presentation Date: _____

Town/City: _____ Promotion Code: _____

Grade: _____

1 Overall, how did you like today's Learning Clicks presentation?

- O it was awesome
- O it was pretty good
- O it was ok
- O I didn't like it

Comments:

2 How would you rank your Learning Clicks Ambassador?

- O he/she was awesome
- O he/she was pretty good
- O he/she was ok
- O he/she wasn't very good

Comments:

3 Did the Learning Clicks presentation encourage you to think more about planning for your education or training after high school?

- O I feel really encouraged to plan
- O I feel sort of encouraged to plan
- O I don't feel encouraged to plan
- O I feel discouraged from planning

Comments:

4 How useful did you find the Learning Clicks CD-ROM in providing information about planning for education or training after high school?

- O really useful
- O somewhat useful
- O not very useful
- O not at all useful

Comments:

5 Will you use the Learning Clicks CD-ROM after the presentation to help you plan for your education or training after high school?

- O I will definitely use it
- O I will probably use it
- O I probably won't use it
- O I definitely won't use it

Comments:

Planning for Post-Secondary is Just a Click Away

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Appendix B: Teacher Survey

Teacher Satisfaction Survey

We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ _____ Grades: _____

Town/City: _____ Presentation Date: _____

Your Name: _____ Promotion Code: _____

Email (not required) _____

1 **How satisfied were you with today's Learning Clicks presentation?**

- O very satisfied
- O somewhat satisfied
- O not very satisfied
- O not at all satisfied

Comments:

2 **How would you rank your Learning Clicks Ambassador's knowledge of Alberta's post-secondary education and training options?**

- O very knowledgeable
- O somewhat knowledgeable
- O not very knowledgeable
- O not at all knowledgeable

Comments:

3 **How encouraging was the Learning Clicks presentation in getting your students to think about planning for their education or training after high school?**

- O very encouraging
- O somewhat encouraging
- O not very encouraging
- O not at all encouraging

Comments:

4 **How likely is it that you will use the Learning Clicks CD-ROM again in your classroom?**

- O very likely
- O somewhat likely
- O not very likely
- O not at all likely

Comments:

5 **How easy was it for you to plan a Learning Clicks presentation at a convenient time?**

- O very easy
- O somewhat easy
- O not very easy
- O not at all easy

Comments:

If you would like to discuss your experience in detail, please feel free to contact the Learning Clicks Coordinator at Learning.Clicks@gov.ab.ca

Note: your personal contact information, if provided, may be used by Alberta Advanced Education and Technology to verify the Learning Clicks Ambassador's performance and attendance, and/or to discuss your comments or suggestions as provided on this form. The collection, use and disclosure of your personal information are compliant with Alberta's *Freedom of Information and Protection of Privacy Act*. If you have questions about how your personal information is collected and used, please contact the Learning Clicks Coordinator at Learning.Clicks@gov.ab.ca.

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Appendix C: Adult Participant Survey

Adult Participant Survey

We're always looking at ways to make the Learning Clicks program better for you. Please tell us about your recent presentation, and return this sheet to your Ambassador when you're finished.

School: _____ Presentation Date: _____

Town/City: _____ Promotion Code: _____

1 **Overall, how satisfied were you with the Learning Clicks presentation?**

- O very satisfied
- O somewhat satisfied
- O not very satisfied
- O not at all satisfied

Comments:

2 **How motivated were you by the Learning Clicks presentation?**

- O very motivated
- O somewhat motivated
- O not very motivated
- O not at all motivated

Comments:

3 **How would you rank your Learning Clicks Ambassador's knowledge of Alberta's post-secondary education and training options?**

- O very knowledgeable
- O somewhat knowledgeable
- O not very knowledgeable
- O not at all knowledgeable

Comments:

4 **How useful was the information provided in the Learning Clicks presentation in helping you plan for your (or your children's) post-secondary education or training?**

- O very useful
- O somewhat useful
- O not very useful
- O not at all useful

Comments:

5 **Will you use the Learning Clicks CD-ROM with your children to help them plan for their education or training after high school?**

- O definitely will use it
- O probably will use it
- O probably will not use it
- O definitely will not use it
- O N/A, I do not have high school-aged children

Comments:

If you would like to discuss your experience in detail, please feel free to contact the Learning Clicks Coordinator at Learning.Clicks@gov.ab.ca

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